

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1810
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 834-4178
FAX (716) 834-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #026300
	MR. M. AUER AUER & COMPANY
FAX #:	(315) 475-8304

CC:	S. SCHWALM
CC:	

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	5	1 (ONE CTN)	150
25469	6M		DORAL MEN LT 100	5	1 (ONE CTN)	
25468	6M		DORAL 100	5	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	5	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$6,723.23	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
142	NO. OF DISPLAYS ON CUSTOMER LIST
\$280.00	PACKING PAYMENT (\$14.00 x 20 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
8	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51859 6655

WHOLESALE : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315) 695-5838
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	5				(315) 564-6066
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315) 834-9393
162202	162238	172431	MIRABITOS MID. #668	524 CAYUGA ST	FULTON	NY	13069	5				(315) 592-2405
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	2				(315) 695-4425
162202		172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	2			941278	(315) 343-9775
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315) 255-1008
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	5				(315) 695-2059
162202	162238	598682	OSTRANDERS VILL MAR	3202 US ROUTE 11	MAPLE VIEW	NY	13107	3				(315) 695-8253
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	2				(315) 597-2583
162202	162238	654160	HANNIBAL VILLAGE MK	409 FULTON ST	HANNIBAL	NY	13074	5				(315) 564-6318
162202	162238	696064	GRACE DISCOUNT	371 S 5TH ST	FULTON	NY	13069	3				(315) 598-7925
162202	162236	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039	2				(315) 699-1970
162202	162238	712143	KTM MINI MART	2203 COUNTY ROUTE	OSWEGO	NY	13126	3				(315) 343-0950
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	2				(315) 253-4811
162202	162238	785023	CHUCK DIX GARAGE	342 MAIN ST	PHOENIX	NY	13135	3				(315) 695-7011
162202	162232	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	3				(315) 685-8760
162202	162232	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	13021	2	NYS			(315) 253-4737
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	3	NYS			(315) 754-6421
162205		171727	CAMERON'S NEWS	1 LINCOLN CTR	SYRACUSE	NY	13202	2				(315) 478-6752
162205	162230	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	13204	3			959130	(315) 471-4397
162205	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	3				(315) 454-0117
162205		784337	NEIGHBOR'S CHOICE	627 BALLANTYNE RD	SYRACUSE	NY	13207	2				(315) 469-4105
162205		790593	MS. CAROLS FOOD	2030 S SALINA ST	SYRACUSE	NY	13205	2				(315) 478-6490
162205		804274	A-1 CONVENIENCE	318 E DIVISION ST	SYRACUSE	NY	13208	2			9085739	(315) 474-386
162205	162237	172876	STUDENT CHOICE FOOD	137 MARSHALL ST	SYRACUSE	NY	13210	1				(315) 475-7201
162205		173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	3				(315) 492-1684
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	2				(315) 468-5741
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	2				(315) 422-3052
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	2				(315) 469-7475
162205	162230	476759	ANAND MOBIL	4730 S SALINA ST	SYRACUSE	NY	13205	3			961425	(315) 469-1180
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	3				(315) 487-7581
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	2				(315) 469-6661
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315) 476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2				(315) 479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1				(315) 475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	2				(315) 472-4523
162205	162230	649994	DAVISON'S GROCERY	1219 MILTON AVE	SYRACUSE	NY	13204	2				(315) 488-6025
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	4				(315) 472-3403
162205		656839	LANCASTER MARKET	1007 LANCASTER AV	SYRACUSE	NY	13210	2				(315) 472-4661
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	4				(315) 476-4164
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607) 753-8007

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	2				(315)474-3569
162205		727866	ORANGE MKT	748 WESTCOTT ST	SYRACUSE	NY	13210	2				(315)423-0168
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	3				(315)424-9506
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	2				(315)758-7639
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	5				(315)477-0178
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	2			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1				(315)637-4377
162605		269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	2		0958-0000		(607)869-3551
162605	162231	269481	MODERN MARKET	1 EAST CAYUGA STR	MORAVIA	NY	13118	2				(315)497-1911
162605	162620	578794	DOLLARAMORE STORE	2 W MAIN ST	SODUS	NY	14551	5		1149-0000		(315)483-0943
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1 NYS		1441-0000		(315)331-9575
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	5 NYS			976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	2 NYS		1441-0000		(315)564-7200

PAGE BREAK TOTAL ACCOUNTS 58 TOTAL QUANTITY 142

TEMPLATE TOTAL ACCOUNTS 58 TOTAL QUANTITY 142

***** END OF REPORT FOR PROMOTION 801271 *****

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

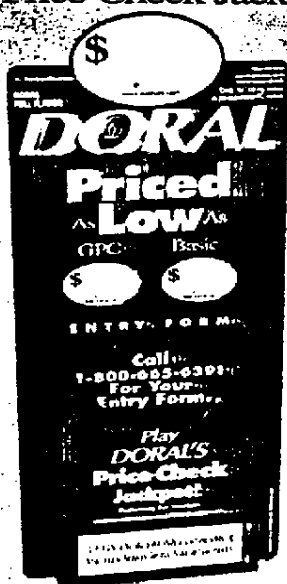
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

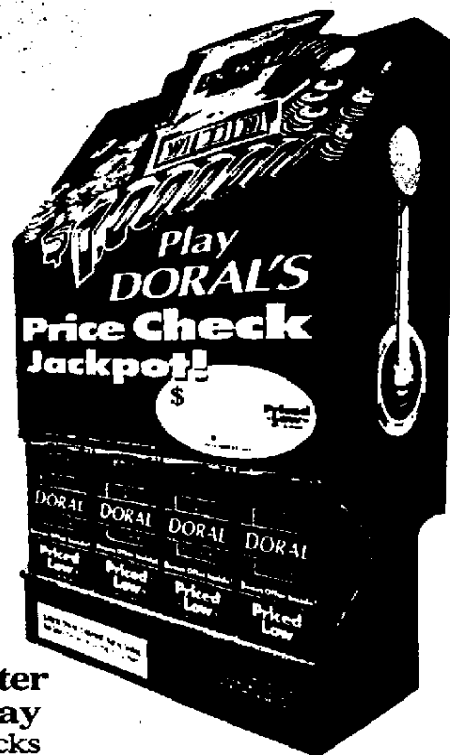
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card
w/Entry Forms**



Wobbler



**Counter
Display
(40 packs
per display)**

Additional Support Pieces:*

**Pack Outlet
Small Paster**

**Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee**

*Adhesive numbers and a pricing pen will be included for you to price the materials.